



# Avoid the 30 Riverside County PRESS RELEASE



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## RIVERSIDE POLICE DEPARTMENT RECEIVES GRANT FOR COUNTY-WIDE DUI ENFORCEMENT CAMPAIGN

Drunk and drug-impaired driving remains the number one killer on our roadways, with nearly 800 deaths and over 24,000 injuries. The "Avoid the 30" DUI Task Force will continue to attack this problem head on through DUI enforcement efforts in Riverside County as a result of a recent **\$385,000** grant awarded by the California Office of Traffic Safety to the Riverside Police Department. Riverside Police Department has administered the grant for the entire county since 2008.

The "Avoid the 30" DUI Task Force is named to send the message that if you don't drink or use drugs and drive, you will *avoid* getting arrested by any of the thirty participating law enforcement agencies in the county.

The grant activities will specifically target those who get behind the wheel after drinking too much or using drugs that impair driving. Officers will be staffing DUI/Driver License Checkpoints, multi-agency DUI Task Force deployments, and local DUI saturation patrols in cities across the county. This grant also funds local DUI saturation patrols for each allied agency to address problem areas with identified DUI issues. All operations are in addition to the regular patrol and traffic enforcement conducted by each agency.

"The Avoid DUI Task Forces have been an essential part of the phenomenal reduction in DUI deaths that we witnessed from 2006 to 2010 in California," said Christopher J. Murphy, Director of the Office of Traffic Safety. "But since the tragedy of DUI accounts for nearly one third of traffic fatalities, Riverside County needs the high visibility enforcement and public awareness that this grant will provide."

A large part of grant funding will go to DUI/Drivers License Checkpoints – highly visible, highly publicized events not only meant to make arrests, but to deter impaired driving in the first place. Crashes involving alcohol drop by an average of 20 percent when well-publicized checkpoints are conducted often enough. According to the National Highway Traffic Safety Administration (NHTSA), checkpoints have provided the most effective documented results of any of the DUI enforcement strategies, while yielding considerable cost savings of \$6 for every \$1 spent.

Motorists can expect to see special DUI campaigns during the winter and summer holiday periods as well as during the Thanksgiving weekend, Super Bowl Sunday, St. Patrick's Day, Cinco de Mayo and during local special events.

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

Agencies participating in the 'Avoid the 30' taskforce include: Police Departments from the cities of Banning, Beaumont, Blythe, Canyon Lake, Cathedral City, Coachella, Corona, Desert Hot Springs, Eastvale, Hemet, Indian Wells, Indio, Jurupa Valley, La Quinta, Lake Elsinore, Menifee, Moreno Valley, Murrieta, Norco, Palm Desert, Palm Springs, Perris, Rancho Mirage, San Jacinto and Temecula, Riverside County Sheriff's Department, Riverside Community College Police Department, University of California Riverside Police Department, California State Parks, State of California Alcohol Beverage Control, and the California Highway Patrol.

**Media Notes:** For Riverside County Avoid the 30 program information and results, visit [avoidthe30.org](http://avoidthe30.org) or look for us on Facebook. To schedule an interview regarding anti-drunk driving efforts, or to request a ride-along with law enforcement during any holiday period, please contact Sergeant Skip Showalter at 951-351-6046 or via email at [sshowalter@riversideca.gov](mailto:sshowalter@riversideca.gov)



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